

L'evento OPEN DAYS - COMMERCIAL LOCAL URBAN DISTRICTS' (CLUDs) PROJECT - 7FP MARIE CURIE IRSES è stato organizzato con la finalità di presentare e promuovere il Progetto di ricerca "CLUDs" finanziato nell'ambito dell'azione Marie Curie IRSES del 7° Programma Quadro della Ricerca dell'Unione Europea e sviluppato da un network internazionale formato da 4 Università Europee (Reggio Calabria, Salford, Roma, Uppsala) e 2 Università americane (Northeastern University of Boston, San Diego State University). Il progetto CLUDs ha come obiettivo la progettazione fisica, economico-finanziaria e sostenibile dei centri commerciali naturali tradotti in Commercial Local Urban Districts, creando una forte connessione tra i siti della produzione e le aree di commercializzazione. Le attività di ricerca avranno come elemento innovativo da sviluppare la tematica urban-rural inserita nei processi di partecipazione pubblico-privata per l'attuazione di strategie di rigenerazione urbana, ovvero di rivitalizzazione dei centri minori e di cluster urbani e rurali. L'evento si pone l'obiettivo di coinvolgere gli attori dell'azione pubblica sul territorio già nella fase di start up della ricerca, in modo da intercettare la domanda di innovazione che deve orientare lo svolgimento della ricerca anche nella sua fase di sperimentazione in aree urbane target calabresi. In questi due giorni, verranno sollecitate e raccolte manifestazioni d'interesse da parte degli imprenditori ed enti locali nell'ambito dei processi di rigenerazione urbana legati al tema dei centri commerciali naturali.

The OPEN DAYS - 7FP MARIE CURIE IRSES "COMMERCIAL LOCAL URBAN DISTRICTS' PROJECT (CLUDs) has the objective to present and promote the CLUDs project funded by the 7th Framework Programme of European Union Research within the specific IRSES Marie Curie Action. The implementation of the project is based on a networking of four EU universities (Reggio Calabria, Salford, Uppsala, Rome) and two USA universities ((Northeastern University of Boston, San Diego State University). The research project intends to explore the potential of a new tool for renovating degraded public spaces and improving the attractiveness and accessibility of deprived urban areas by focusing on the high potential of local commercial activities. The exploration is oriented to the implementation of an innovative tool, CLUDs, aimed at emphasizing the strategic role of small retails -handcraft and typical food- in reinforcing the sense of community, reducing transportation costs and contributing to the creation of an attractive urban environment, thus producing the increase of private investments. The expected result is to bring together an international and interdisciplinary research team with the purpose of forming an excellent centre of synergy in research and innovation transfer in the field of PPP applied to urban regeneration actions and policies. The OPEN DAYS is finalized to involve local stakeholders in the start up stage of the research in order to capture the innovation demand as guide line for the research development.

Scientific Organizing Committee

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Registration:

To attend the conference you need to fill the form you find at the official web site:
<http://www.cluds-7fp.unirc.it>

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COMMERCIAL LOCAL URBAN DISTRICTS' PROJECT

7FP MARIE CURIE IRSES



4/5 July 2011

Venue
 Auditorium Calipari
 Consiglio Regionale della Calabria
 Reggio Calabria

9.00 a.m. – 10.30 a.m. Registration and Reception**9.30 a.m. – 01.30 p.m.****OPENING SESSION - The CLUDs Project****Chair:** Carmelina BEVILACQUA, Coordinator of the CLUDs project**9.30 a.m. – 10.30 a.m.****INSTITUTIONAL WELCOME**

Giuseppe SCOPELLITI, President of Calabria Region
 Francesco TALARICO, President Regional Council Calabria Region
 Giuseppe RAFFA, President of Reggio Calabria Province
 Demetrio ARENA, Major of Reggio Calabria City
 Lucio DATTOLA, President of Reggio Calabria Chamber of Commerce

10.30 a.m. – 12.00 a.m. ROUND TABLE**“Private Public Partnership and Sustainable Urban Regeneration”****Chair:** Tom ANGOTTI, Professor of Urban Affairs & Planning, Director Center for Community Planning & Development Hunter College New York**Invited speakers**

Bruno CALVETTA, Management Authority of European Social Funds Calabria Region
 Massimiliano FERRARA, General Manager Culture and Research Department Calabria Region
 Giovanni LAGANÀ, General Manager Public works Department Calabria Region
 Maria Grazia NICOLÒ, General Manager Productive Activities Department Calabria Region
 Antonio PALMIERI, General Secretary of Reggio Calabria Chamber of Commerce
 Saverio PUTORTÌ, General Manager Urban Planning Department Calabria Region
 Giuseppe ZIMBALATTI, General Manager Agriculture and Rural development Department Calabria Region

12.00 a.m. – 01.30 p.m.**CLUDs project partners' presentation****Introduction:**

Joyce M. GATTAS, Dean of Professional Studies & Fine Arts College - San Diego State University (USA)

Christer BENGTS, Professor of Landscape Planning - University of Uppsala (SE)

Ali PARSAs, Professor of Real Estate - University of Salford (UK)

Manuela RICCI, Professor of Urban Planning - University “La Sapienza” of Rome (IT)

Mounah A. SAMAD, Professor of Public Administration - San Diego State University (USA)

Gregory WASSALL, Professor of Economics - Northeastern University of Boston (USA)

CONCLUSIONS**The new prospective of the doctorate programme in Territorial Planning**

Enrico COSTA, Chief Executive Coordinator of the Spatial Planning Doctorate Programme - Mediterranean University of Reggio Calabria
 Gustav SCHACHTER, Professor Emeritus Regional Economics Northeastern University of Boston

01.30 – 02.30 p.m. Light Lunch**02.30 p.m. – 6.30 p.m.****1st WORKING SESSION - The CLUDs Project****Chair:** Carmelina BEVILACQUA, Coordinator of the CLUDs project**02.30 p.m. – 03.00 p.m.****ACADEMIC WELCOME**

Massimo GIOVANNINI, Provost of the Mediterranean University of Reggio Calabria
 Enzo BENTIVOGLIO, Director of the PAU Department - Mediterranean University of Reggio Calabria
 Enrico COSTA, Chief Executive Coordinator of the Spatial Planning Doctorate Programme - Mediterranean University of Reggio Calabria

03.00 p.m. – 06.15 p.m.**FOCUS GROUP “CLUDs: The stakeholders perspective”****Facilitator:** Claudia TRILLO – SOBE University of Salford (UK)**Focus A****“SMART local marketing and Urban - Rural link”****Invited speakers**

Cristina CICCONE, Slow Food Reggio Calabria Area Greca
 Nicola CILENTO, President of Confagricoltura Calabria Association
 Francesco SACCÀ, President Coldiretti Reggio Calabria
 Elisabetta MADAFFARI, General Director of Unione Province Italiane (UPI) Reggio Calabria (tbc)
 Pietro MOLINARO, Federazione Regionale Coldiretti Calabria
 Antonino PALERMITI, President of Local Action Group “Area Greca”

Focus B**“SMART local marketing and Sustainable Urban Regeneration”****Invited speakers**

Filippo CALLIPO, President of Reggio Calabria Confindustria (tbc)
 Francis CIRIANNI, President of Reggio Calabria Engineer Professional Association
 Federico CURATOLA, Mayor of Bagaladi Municipality
 Andrea CUZZOCREA, President of Reggio Calabria Real Estate National Association (ANCE)
 Paolo MALARA, President of Reggio Calabria Architect Professional Association
 Antonio RAGONESI, National Association Italian Municipalities (ANCI) tbc

06.15 p.m. – 06.30 p.m.**CONCLUSIONS****Tom ANGOTTI, Professor of Urban Affairs & Planning Director Center for Community Planning & Development - Hunter College New York****Conference Gala Dinner****9.30 a.m. – 4.30 p.m. 2nd WORKING SESSION****Toward the Executive Plan of CLUDs:****A debate on a new paradigm for sustainable urban regeneration****Chair:** Enrico COSTA, Professor in Urban Planning - PAU Department Mediterranean University of Reggio Calabria**Promoting local economy: the cases of food, building, transport and energy supply**

Christer BENGTS, Professor of Landscape Planning - University of Uppsala (SE)

Sustainable Return on Investment: A New Approach for Valuing Urban Regeneration Programmes

Erik BICHARD, Professor of Urban Regeneration - University of Salford (UK)

The economics of local development: creating entrepreneurs through public-private partnerships

Alan DYER, Professor of Economics - Northeastern University of Boston (USA)

Urban density increase and land rent equalisation

Pierre LACONTE, President of the Foundation for the Urban Environment, Past-President of the International Society of City and Regional Planners (tbc)

11.00 a.m. – 11.30 a.m. Coffee break**The role of Urban Centers for participatory (and deliberative ?) democracy scenarios in urban regeneration strategies**

Bruno MONARDO, Professor of Urban planning - University “La Sapienza” of Rome (Italy)

Role of real estate in urban regeneration - The UK experience

Ali PARSAs, Professor of Real Estate - University of Salford (UK)

Cars, Cyclists and pedestrians: the role of transportation systems and planning in sustainable urban redevelopment practices

Sherry RYAN, Professor of Transportation Planning - San Diego State University CA (USA)

An integrated approach, sectoral and territorial, for the regeneration of small historical centres

Pietro VALENTINO, Professor of Economics - University “La Sapienza” of Rome (Italy)

1.00 p.m. – 02.30 p.m. Light Lunch**2.30 p.m. – 4.30 p.m.****THE POINT OF VIEW OF:**

Tom ANGOTTI, Professor of Urban Affairs & Planning - CUNY
 Pasquale CATANOSO, Professor of Economics - Mediterranean University of Reggio Calabria
 Giovanni GULISANO, Professor of Agrarian Economics - Mediterranean University of Reggio Calabria
 Domenico MASSIMO, Professor of Urban Economics - Mediterranean University of Reggio Calabria
 Laura THERMES, Professor of Urban Design - Mediterranean University of Reggio Calabria
 Francesco RUSSO, Professor of Transportation and logistics Mediterranean University of Reggio Calabria
 Simonetta VALTIERI, Professor of Cultural Heritage Management Mediterranean University of Reggio Calabria